

PUBLIC INFORMATION & COMMUNICATION SERVICES CONTRACT (PICS) STATEMENT OF WORK

1 Purpose

This master contract enables the National Institutes of Health (NIH) and its component Institutes and Centers (ICs) to achieve and maintain high quality performance in the areas of media, communication, and information dissemination and technology by purchasing superior communication goods and services, especially where this expertise does not exist in-house. Most task orders will be for goods and services related to medicine, health, and science and will originate from the NIH and its ICs.

2 Background Information

The NIH is the U.S. Federal Government's medical research agency and is one of several health agencies within the U.S. Department of Health and Human Services Public Health Service. NIH is now one of the world's foremost biomedical research agencies and is the focal point within the Federal Government for American biomedical research. NIH began in 1887 as a one-room Laboratory of Hygiene and today is comprised of 27 separate ICs, most of which are located on a 322 acre campus located in Bethesda, Maryland. From a total of \$300 in 1887, the annual NIH budget is now more than \$30 billion. The NIH mission is to uncover new knowledge that will lead to better health for everyone. The NIH works toward that mission by conducting research in its own laboratories; supporting non-Federal scientists at universities, medical schools, hospitals, and research institutions around the world; sponsoring training programs for research investigators; and fostering communication of biomedical information.

3 Scope of the Contract

The NIH and its ICs are engaged in diverse communications activities reflective of profound shifts in American demographics and a continuously changing communication landscape. Programmatic activities range from answering questions through consumer-oriented public affairs clearinghouses to the development of national exhibit programs and comprehensive public awareness, education, and prevention campaigns. This contract allows the NIH and its component ICs to:

- a) Fulfill their public affairs missions by purchasing a full range of comprehensive communication, evaluation, and social marketing goods and services;
- b) Minimize delays and administrative burden; and
- c) Improve efficiency and speed in both Federal acquisitions and work performed.

The NIH and its component ICs may use this contract to purchase comprehensive communication, evaluation, and social marketing services. Contracting firms and individuals understand the mission, mandate, and vision of NIH and its component ICs, and are able to work with a wide variety of media, including but not limited to, audio-visual, print, display, and computer-based media. The procurement requirements of the Government will vary. Task orders may be a number of contract types and terms,

including firm fixed-price (FFP), time and material (T&M), and labor hour (LH) projects. Service categories are listed below in Section 7.

4 Contract Environment

4.1 General

The Contractor shall provide all management, administration, staffing, planning, scheduling, procuring, assembling, tracking and reporting for all items or services required by the contract and/or task order. This shall include, but is not limited to, the following:

- a) All activities associated with recruiting and hiring a qualified staff; such as, advertising, screening applicants, interviewing and reference checking.
- b) Maintaining “in-house” skills, teaming and/or subcontract arrangements to ensure staff meets the required minimum experience, skills and knowledge, and are available on short notice.
- c) Screening and processing prospective contract staff to ensure all contractor employees used under this contract meet personnel hiring and security requirements.
- d) All activities associated with management of the contractor’s facilities that may be utilized, including obtaining space, equipment, furniture, supplies, and maintenance.
- e) Utilizing electronic means to conduct business transactions under this contract to the maximum extent feasible. This will include, but is not limited to the following: Contractor receipt of Statements of Work (SOW), contractor submission of proposals in response to such requests, Government/contractor electronic mail exchanges to support administration of active task orders, contractor invoicing, and electronic funds transfer for payment of approved invoices.
- f) Ensuring the facilities used for the contractor’s performance of this contract shall meet all physical security requirements of this contract.
- g) Planning, scheduling, and procuring any airfare, lodging accommodations, and ground transportation for all approved travel by contractor personnel. Contractors need to ensure that invoiced travel costs are itemized in accordance with Government travel guidelines in effect at the time of travel.
- h) Planning for and making all necessary arrangements to ensure that contractor personnel performing field work have all necessary supplies and equipment by the time they arrive at the site.
- i) Procuring items/services on behalf of the Government. Such purchases are only allowed for those hardware or software items determined to be integral to the performance of a task order and approved by the CO. If use of GSA Schedules is authorized, the contractor shall follow the requirements of FAR 8.4 before placing the order.
- j) Tracking and reporting on Government-furnished property (GFP). The contractor is responsible for adequate care and safekeeping of all Government-furnished materials, including, but not limited to, inventory tracking and reporting. The contractor shall reimburse the Government for any Government-furnished materials lost or stolen while in the contractor’s safekeeping. The

contractor shall also provide all management, administration and staffing for all activities associated with preparing proposals in response to a Task Order Request Package (TORP) and/or Statement of Work (SOW), submitting the proposals, and negotiating task order requirements.

4.2 Access to Training and Materials for the Disabled

The contractor shall be responsible for making all training courses and training materials accessible to the disabled when specified in a task order. This may include but not be limited to, sign language or oral interpreters for hearing impaired persons, captioned video tape, Braille, or large print material for visually impaired persons, appropriate on-line training aides, and satisfactory physical or architectural accommodations for mobility-impaired persons. In addition, task orders may require copies of deliverables to be submitted in Braille or in enlarged print hard copy.

4.3 Restrictions and Equivalencies in Labor Categories

There may be occasions when the contractor believes that an employee is the right person to perform the work under a task order, but the individual does not meet the labor category specifications for the task order. This may occur because the individual possesses special talents, skills, or experience that enables that individual to perform at a level of competency expected for a specific labor category for a particular task. The Government recognizes that such instances may occur and will consider a qualification waiver. The burden of proof to provide evidence of the special talents, skills, or experiences that warrant a qualification waiver is on the contractor. The waiver request shall be submitted in writing to the CO and the COR. The contractor shall receive written approval from the CO before the substituted individual can work on the task order. The Government shall review the waiver request and respond in writing within five working days of its receipt.

4.4 Applicable Substitutions

4.4.1 Experience Substitutions:

High school Diploma + 4 years applicable experience may be substituted for a Bachelors degree. Bachelors Degree + 2 years applicable experience may be substituted for a Master's degree. Master's Degree + 3 years applicable experience may be substituted for a PhD degree.

5 Corporate Area

The contractor shall institute and maintain a management structure to respond to and negotiate task order request for proposals and/or Statements of Work. The contractor shall also maintain access to resources that can be called upon to fulfill task order requirements under this contract.

The contractor shall maintain a management structure with overall task order control and authority for the performance of the work. At a minimum, the contractor's management structure shall be responsible for the following throughout the lifecycle of each task order:

- a) Deploying a technically proficient and professionally capable staff
- b) Keeping personnel turnover to a minimum and ensuring individuals are motivated to achieve excellent performance

- c) Ensuring problems are minimized and unavoidable problems are resolved with minimal disruption to the activities performed under the task order
- d) Obtaining continuous feedback on performance from appropriate Government personnel and disseminating feedback to contractor personnel on all areas of task order performance
- e) Continually monitoring the quality of all products and services provided for purposes of identifying and implementing performance improvements; and
- f) Ensuring that all resources necessary to perform the task order are identified with clearly defined roles and deployed on schedule. A successful effort will be predicated on the management practices applied by the Government and its contractors. The performance of task orders pursuant to this contract shall be in accordance with the contractor's best corporate business practices as set forth in the contractor's proposal and accepted in the contract by the Government.

6 Labor Category Descriptions/Experience for Principal Task Areas

6.1. Corporate Monitor: Provides leadership and oversight to the management and consulting division of the contractor. Manages staff, project execution, contract compliance and deliverable schedules for division projects including media, marketing, graphics, Web site design, video production and other communication activities, outreach, market research, and analysis.

Minimum Education/Experience: Bachelor of Arts (B.A.)/Bachelor of Science (B.S.) and (8) years of market research, marketing, communications, or consulting experience.

6.2. Project Director: Responsible for planning, developing, implementing and evaluating overall program policies and directing subordinate managers/staff. Directs and manages the operation of several programs/projects. Administration/ management/ monitoring responsibilities include, but may not be limited to, establishment of goals, objectives, performance requirements, standards, and accountability; administration of program costs, budget, and management and operation of programs.

Minimum Education/Experience: Master's degree or equivalent professional degree in an associated field, and a minimum of (10) years related experience or an equivalent combination of experience and training that provides the required knowledge, skills, and abilities.

6.3. Sr. Project Manager: Serves as the project manager for large, complex task order (or a group of task orders affecting the same common/standard/migration system). Able to assist the Program Manager in working with the Government Contracting Officer (CO), the contract-level Contracting Officer's Representative (COR), the task order-level COR(s), government management personnel, and customer representatives. Under the guidance of the Program Manager, responsible for the overall management of the specific task order(s) and insuring that the technical solutions and schedules in the task order are implemented in a timely manner.

Minimum Education/Experience: B.A./B.S. in business or other related discipline. A minimum of (12) years experience of which at least (7) years must be specialized in project development from inception

to deployment and demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.

6.4. Project Manager: Provides management of project activities, personnel and administrative functions related to specific tasks and ensures that technical solutions and schedules are implemented in a timely manner. Directs and manages staff assignments and monitors product quality and ensures project milestones meet deliverable schedules, and reports on project status to the program manager.

Minimum Education/Experience: B.A./B.S. in Business, Media, Computer Science, Marketing, or other related training.

6.5. Meeting Planner: Supervises on-site logistical support activities including room set-up and audiovisual requirements. Manages logistical activities associated with planning and implementing meetings, conferences, trade show exhibits, and other events. Maintains close contact with the client project officer throughout event planning and implementation. Negotiates site contracts for meetings. Develops status and end-of-event reports for clients. Develops and maintains participant databases using meeting planning software such as Peopleware. Verifies and reconciles host hotel and other vendor invoices.

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and (2-4) years of relevant experience.

6.6. Jr. Meeting Planner: Provides guidance to team members. Assigns exhibitor space, overseas booth set up, and orders booth furniture and required audiovisual and equipment. Collects participant and exhibitor registration fees when applicable.

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and (2-4) years of relevant experience.

6.7. Misc. Conference Planner: Coordinates and executes logistical requirements for meetings, conferences, and exhibits for government and private industry organizations.

Minimum Education/Experience: B.A./B.S. or high school diploma with strong administrative skills and (2-4) years of relevant experience.

6.8. Sr./Jr. Web Designer: Directs and manages the design, development, and management of client Web sites.

Minimum Education/Experience: Certification in Web applications. Must have experience in Web site development. Must have experience in production management, Web page design, HTML and Web graphics types and standards. Must have advanced experience with design-related applications including Macromedia and Adobe.

6.9. Sr./Jr. Web Developer: Builds Web pages using a variety of graphics software applications. Manages and performs Web site editorial activities. Analyzes complex technical problems,

develops and renders solutions. Develops site content and aids in all Web projects involving desktop publishing and Web site design and development.

Minimum Education/Experience: Certification in Web application. Must have experience in Web site development. Must have experience in Web page design, HTML and Web graphics types and standards.

6.10. Computer Specialist: Reviews computer systems in terms of machine capabilities and man-machine interface. Prepares reports and studies concerning hardware. Prepares functional requirements and specifications.

Minimum Education/Experience: Must have minimum relevant experience and training that provides the required knowledge, skills, and abilities.

6.11. Word Processor: Provides administrative support for activities pertaining to software applications utilizing commercial database management systems. Responsibilities include user administration, data gathering, data retrieval, and manipulations.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

6.12. Sr. Writer: Formulates and writes copies for projects including fact sheets, project summaries, monthly progress reports, informational packets, press releases, publications and Web content. Provides technical writing, editing and proofreading support for materials such as reports, news releases, fact sheets Web site text, and PSA scripts. Collaborates with subject matter experts, researchers, and graphic artist to produce documents.

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and (5-7) years of experience.

6.13. Jr. Writer: Provides technical writing support for project deliverables. Conducts research, identifies subject matter experts, and conducts interviews. Gathers data and collates and organizes facts for inclusion in written products. Develops drafts and submits them for review. Proofreads copy written by project team members and client. Plans Web and print products.

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and (3-4) years of technical/editing experience.

6.14. Editor: Provides technical writing, editing, and proofreading support for materials such as reports, news releases, fact sheets, Web site text, and PSA scripts.

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and (5-7) years of technical/editing experience.

6.15. Subject Matter Expert: Experience in utilizing new methodologies for solving problems and ensuring that systems are in compliance with organizational requirements. Analyzes user needs to determine functional requirements. Performs functional allocation to identify required tasks

and their interrelationships. Develops recommendations for organizational process changes to include new solutions and new technology. Identifies resources required for each task.

Minimum Education/Experience: B.A./B.S. in Business, Marketing, Computer Science, Management, Communication, or related discipline and (5-10) year's relevant experience.

6.16. Proofreader: Reviews a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of users. Typically reports to a manager or head of a unit or a department.

Minimum Education/Experience: B.A./B.S. in a related discipline and (4-6) years of experience in the field.

6.17. Executive Administrative Asst.: Performs a variety of administrative functions for high level executives. Familiar with a variety of field concepts, practices, and procedures. Generates reports, handles multiple projects, and prepares and monitors invoices and expense reports. May direct and lead the work of others. A wide degree of creativity and latitude is expected.

Minimum Education/Experience: B.A./B.S. in a related discipline and a minimum of (5) year of related experience or an equivalent combination of education and training that provides the required knowledge, skills, and abilities.

6.18. Clerk: Under supervision, performs coding and filing of documents. Familiar with basic office procedures. Operates office equipment (e.g., photo copier, facsimile, multi-line/voice systems, mailing machines, and minimal computer programs). Clerical duties often vary in type and sequence depending on task.

Minimum Education/Experience: B.A./B.S. degree or High school diploma and (2-3) years of strong administrative support or related field experience.

6.19. Production Assistant: Provides document production support by operating computer or word processing equipment to compile, type, revise, combine, edit, print, and store documents.

Minimum Education/Experience: B.A./B.S. degree or High school diploma and (3-4) years of strong administrative support or related field experience.

6.20. Graphic Artist/Designer: Develops and designs layouts across all mediums (print and electronic) that have a clear focus, theme, and message for intended audiences.

Minimum Education/Experience: B.A./Bachelor of Fine Arts (B.F.A.) in design (e.g., graphics, marketing, or other discipline) with a minimum of (5) year of experience in graphics or advertising

6.21. Translators: Provides translation of languages native to or otherwise able to interpret.

Minimum Education/Experience: B.A./B.S. degree in an associated discipline or (2-4) years of relevant experience and accredited by the American Translators Association or other similar institution.

6.22. Warehouse Manager: Provides asset management system to monitor and track customer's office furniture and equipment inventory. Provides a physical inventory of furniture and furnishings, and bar-coding services (i.e., developing bar code standards, bar-coding individual office items, and developing a bar code data base). Flow chart current processes and develops recommendations to improve processes. Manages the process for the proper disposition of Federal Government property in accordance with applicable rules and regulations, if required.

Minimum Education/Experience: B.A./B.S. or High school diploma with strong administrative skills and (4-8) years of relevant experience.

6.23. Warehouse Labor (Gen): Performs duties specific to a warehouse including loading and unloading trucks and/or trailers, and lifting and moving materials within a warehouse.

Minimum Education/Experience: High School. diploma or its equivalent with (2-3) years of experience in the field or related area.

6.24. Skilled Labor (Gen): Performs general labor tasks including loading, unloading, lifting, and moving materials. Experience operating heavy machinery in warehouse (i.e., forklifts).

Minimum Education/Experience: High school diploma or its equivalent with (3-4) years of experience in the field or related area.

6.25. Unskilled Labor (Gen): Performs general labor tasks.

Minimum Education/Experience: High school diploma or its equivalent with (1-2) years of experience in the field or related area.

6.26. Couriers: Provides services related to pick up and delivery of small to medium packages and letters.

Minimum Education/Experience: High school diploma or its equivalent with (2-3) years of experience in the field or related area.

6.27. Engineer: Performs systems programming work involving the maintenance and enhancement of computer systems and software. May train personnel, develop and write user manuals, and writes program and test specifications.

Minimum Education/Experience: An equivalent combination of education and training that provides the required knowledge, skills, and abilities. Must have experience in Client Server or exposure to distributed architecture environment in the area of MIS or Web-based applications environment.

6.28. Data Analyst: Provides highly technical expertise in the use of complex applications. Evaluates and recommends available products to support validated user requirements. Defines file organization, indexing methods, and security procedures for specific user applications. Provides direct support to consultants and other senior personnel.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

6.29. Senior Analyst: Leads design of project solutions and manages project. Provides primary point of contact with client and is the senior technical advisor. Provides strategic guidance in areas of formulating requirements, analyzing project proposals, recommending optimum approaches and developing system design. Formulates specifications for developers to use in producing product deliverables.

Minimum Education/Experience: B.A./B.S. and a minimum of (7) years experience with (4) years supervisory responsibility.

6.30. Technician/Technician Staff: Provides technical and procedural guidance and identifies resources in support of market research, media analysis, and marketing planning.

Minimum Education/Experience: B.A./B.S. in Marketing, Media Services, Project Management and supported by a minimum of (4-7) years experience in a related field.

6.31. Strategic Planner: Supervises management of event operations and develops event agenda. Works closely with customer to develop and implement marketing plan. Works with logistics coordinators, accounting coordinators, and data coordinators to develop event work plans.

Minimum Education/Experience: B.A./B.S. and/or (8-10) years experience developing agenda for professional conferences and meetings. Experience in developing and implementing marketing plans and building exhibits.

6.32. Account Executive: Responsibilities include but are not limited to, recording financial transactions related to account receivables and account payables, reconciles event accounts with clients, and prepares timely financial reports.

Minimum Education/Experience: B.A./B.S. in Accounting and (4-8) years experience as an Account Executive for Event Contracts.

6.33. Sr. Account Executive: Responsibilities include but are not limited to, reviewing and approving transactions conducted and performed by Jr. and Sr. account representatives, certifies ledger accounts, authenticates financial reports, and conducts financial audits.

Minimum Education/Experience: Master of Science (M.S.)/B.S in Accounting and (7-10) years experience as an Account Executive for Event Contracts.

6.34. Account Supervisor: Supervises Jr. Account Representatives. Oversees processing of related account receivables and account payables. Prepares financial audits. Reports to Sr. Account Executive.

Minimum Education/Experience: B.A./B.S. and a minimum of (7) years experience with (4) years of supervisory responsibility.

6.35. Professional Trainer: Trains personnel by conducting formal classroom courses, workshops and seminars. Prepares instructor materials. Develops and revises courses and prepares appropriate training catalogs. Prepares student materials (training aids, course outlines, workbooks, handouts, completion certificates, and course critique forms).

Minimum Education/Experience: B.A./B.S. or equivalent and (3-4) years of experience in the field or related area.

6.36. Call Center Staff: Serves as the initial point of contact for troubleshooting hardware/software PC and printer problems.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

6.37. Call Center Manager: Provides daily supervision and direction to staff that are responsible for telephone and in-person support to users in the areas of e-mail, directories, and standard Windows desktop applications. Provides first-point-of-contact troubleshooting for hardware/software, PC and printer problems. Maintains documentation of help desk activities.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

6.38. Exhibit Designer: Makes all necessary arrangements for exhibits in venues (tradeshows, Government agencies, malls, etc.) including, but not limited to, conceptualizing, designing and producing exhibits and their accompanying materials. Shipping exhibit property to and from designated site(s). Media illumination services. Provides and/or makes recommendations for carpet and padding installation of exhibit property. Familiar with cleaning, prepping, and storing exhibit property for future use.

Minimum Education/Experience: B.A./B.S. in an associated discipline and minimum of (2-3) years of related experience or equivalent combination of education and training that provides the required knowledge, skills, and abilities.

6.39. Misc. Exhibit Production Staff: Under supervision of the exhibit designer, prepares facilities for receiving materials associated with exhibit layout. Interacts with facility personnel in coordinating booth assignments, lighting, telecommunications, security and storing of exhibit property.

Minimum Education/Experience: B.A./B.S. in an associated discipline and minimum of (6) months of related experience or equivalent combination of education and training that provides the required knowledge, skills, and abilities.

6.40. Business Manager: Provides support in the areas of client services and customer relations. Serves as liaison between corporate staff and project staff.

Minimum Education/Experience: B.A./B.S. and (8-10) years of Marketing, Communications, Account Management or Consulting experience.

7 Principal Task Areas

7.1 Small Business Set-aside Task Areas

7.1.1 Communications Research

Firms, business concerns, sellers of services, and contracted vendors awarded task and service orders under this effort (hereinafter referred to as “vendor” and/or vendors”) shall provide the Government the full range of communications and social marketing research services, including but not limited to the following:

- Review and analysis of current literature;
- Development and application of research strategies, designs, and methods of analysis;
- Implementation of all appropriate research methodologies, as well as program evaluation methodologies.

Vendors shall design, plan, develop, design, execute, and deliver a wide range of strategic communication programs including but not limited to the following:

- Integrated marketing and evaluation services;
- Logo, slogan, message, and tagline development and branding;
- Development of shared resources;
- Market segmentation research;
- Focus group and audience testing;
- Events and meetings for media and strategic communication programs;
- Design and execution of Federally-approved surveys; and
- Evaluation of agency communication programs.

Vendors shall furnish all requisite professional consulting services, advice, and expertise for developing strategic communications strategies to address special projects as designated by NIH.

7.1.2 Media Analysis and Outreach

Vendors shall furnish all necessary staff, equipment, and professional expertise to help NIH meet the specific media requirements of outreach programs. Vendors shall plan, design, develop, and execute detailed media strategies for reaching desired targets, including but not limited to the following service goals:

- Assisting in the identification, segmentation, and analysis of media and
- Performing desired media analyses and evaluations to meet agency requirements.

7.1.3 Outreach and Promotion Activities

Vendors shall design and execute a range of comprehensive communication and recruitment efforts targeted to specific audiences in support of the NIH outreach mandate as specified in task and service orders. Vendors shall furnish all necessary goods and services, including professional consulting services, advice, and expertise required for the production of communication programs and activities, including but not limited to, education, prevention, recruitment, and awareness efforts designed to inform the broad public spectrum and target audiences about health, scientific, and medical findings.

7.1.4 Press, Public Information, Integrated Marketing, and Media Support Services

Vendors shall furnish a wide range of professional consulting services, advice, and expertise in organizing and assisting NIH in their many and varied outreach activities as specified in agency task and service orders. Vendors shall develop, maintain, update, refine, and expand Federal outreach initiatives and initiatives aimed at reaching desired target audiences.

7.1.5 Outreach to Target Populations/Health Disparities Programs

Vendors shall design, test, execute, and evaluate communication and recruitment efforts designed to reach desired target audiences as specified in agency task and service orders. Vendors shall furnish all necessary professional consulting services and expertise for the development, execution, and evaluation of NIH communication and recruitment efforts.

7.1.6 Materials and Product Development

Vendors shall provide writing and a full range of writing and editorial services, including but not limited to, writing, proofreading, revising, copy editing, technical editing, and senior level editing in support of the development of high-quality publications and materials required by the Government.

Vendors shall demonstrate their ability to design and execute all aspects of electronic, digital and/or Web-based media, including but not limited to, CD-ROMs, DVDs, Blogs, Web casts, Podcasts and Podcasts, and social media profiles.

Vendors shall plan, design, develop, execute, duplicate, and furnish, to Government specifications and standards, high-quality, culturally competent health, medical, and scientific information, including but not limited to, fact sheets, brochures, information sheets, posters, flyers, exhibits, newsletters, campaign materials, responses to inquiries, and Web content, all based on scientific discovery. NIH will require vendors to provide a draft concept for approval for each new or revised product.

Products and deliverables must be scientifically, technically, and statistically accurate. Materials developed for this purpose will become the property of the Government no later than at the conclusion of the task order.

7.1.7 Graphic Design

Vendors shall provide a full range of high-quality, visually attractive graphic design services, including but not limited to, planning, designing, developing, executing, producing, and duplication. Vendors shall coordinate product development with the Government to ensure that Federal standards and expectations are met and that any and all products conform to the desired specifications.

7.1.8 Web Design, Development, and Management

Vendors shall consult with and coordinate efforts with Federal IT and Program Office staff to design, develop, analyze, troubleshoot, evaluate, refine, redesign, test, and execute Web sites and ancillary Web-based products. Examples of deliverables include but are not limited to, databases, Internet/Intranet Web sites, technologies, applications, products, and systems, all designed to interface with the Government's computers. Examples of features and applications include but are not limited to the following:

- Searchable full-text documents
- Streaming media
- Alternate formats for documents
- Feature boxes
- Links
- Adobe files
- Animation and interactive multimedia
- LISTSERV
- Online applications, including forms and surveys, and
- Content management systems.

Vendors shall assist NIH with design, operation, management, and maintenance of a number of Federal Web sites and will perform a range of responsibilities related to ongoing management and maintenance of Federal Web sites, specifically:

- Reviewing and updating Web sites regularly for problems, errors, inaccuracies, non-functionality and compliance with applicable standards, guidelines, and regulations;
- Producing accurate, well-written and designed, error-free Web content and ensure that Federal Web sites remain accurate, up-to-date, and accessible at all times;
- Remaining current on new and emerging technologies and approaches that may apply to Federal Web sites and the virtual environment;

- Proactively proposing and implementing forward-thinking improvements and enhancements for the Federal Government's Web sites;
- Protecting all information used, gathered, or developed in the execution of task orders awarded under this effort;
- Complying with IT systems security and privacy specifications set forth by the Government, and
- Establishing and implementing appropriate administrative, technical, and physical safeguards to ensure the security and confidentiality of sensitive Government information, data, and equipment.

7.1.9 Foreign Language Translation and Interpretation

Vendors shall translate a wide range of communication products, including but not limited to, publications, reports, correspondence, and campaign-related materials to include:

- Develop, refine, and coordinate with the Government timely, accurate, effective, and culturally-competent wording, scripts, instructions, correspondence, reports, responses, and other materials as specified in task orders awarded under this effort.
- Provide a capability, either in-house or through Government-approved alternative, for the translation and development of accurate, high-quality, culturally competent materials intended for foreign language audiences as specified in task orders awarded under this effort.
- Recruit, train, and provide staff members with the appropriate foreign language skill levels required to develop timely, accurate, effective, and culturally-competent responses and materials as required by specific task orders.

7.1.10 Media and Crisis Communication Training

Designs, plans, conduct, and furnish a wide range of media and crisis communications training programs for designated spokespersons and staff members, including but not limited to, agency leadership, advisors, employees, contractors, consultants, and grantees, in both individual and group settings.

7.1.11 Information and Referrals ("Clearinghouses")

NIH and its ICs disseminate health, medical, and scientific research findings related to advances in prevention, diagnosis, treatment, behavioral response, awareness, and other health improvement opportunities. NIH accomplishes this in part through a network of information clearinghouses that serve to ensure and promote greater improvements in health outcomes across all communities and the general public. These clearinghouses are a critical component of the NIH public education mission. Users of information clearinghouse services include but are not limited to, health professionals, patients, family members, and at-risk persons, both within the United States and overseas.

Vendors shall implement, operate, maintain, and furnish smoothly run, efficient, and fully-operational information centers for the Government. Inquiries will range from simple questions and publication fulfillment orders to complex and technical questions. Vendors are responsible for:

Attachment 1 - Statement of Work

- Recording, triage, respond to, and resolve, written, e-mailed, telephoned and Web-based inquiries received by NIH;
- Furnishing to the public current, accurate information about health, medical, and scientific topics, including but not limited to, specific diseases, conditions, treatments, and prevention strategies;
- Implementing and maintaining resources including but not limited to, indices of disease topics and synonyms for use by clearinghouse staff members in responding to requests for information;
- Designing and implementing procedures for handling inquiries, including but not limited to, refining standard and customized responses;
- Developing strategies for handling difficult or complex questions while ensuring accountability and successful resolution of questions.

Vendors shall furnish all necessary facilities, equipment, supplies, goods, services, and qualified labor required by the Government for the accomplishment of this effort. The procurement requirements of the Government will vary but will probably require the following tasks at a minimum:

- Providing, equipping, and staffing a fully functional, land-based, technologically advanced center for the Government's toll-free numbers;
- Logging-in, opening, screening, and answering inquiries received by telephone, e-mail, postal mail, TTY, and fax within specified response times using standard and customized responses developed to Government standards;
- Fulfilling and mailing publication orders, including expedited requests;
- Generating mailing labels and required postal materials for mailing, tracking, and fulfilling orders; and
- Maintaining records and logs of data concerning requests and orders in a fully-functional, automated tracking system
- Responding to Government requests regarding the status of any or all inquiries and compiling, analyzing, and reporting on clearinghouse data and activities.

Clearinghouse sources will include at a minimum the Internet, libraries and library systems, databases, and Government-vetted textbooks, journals, and professional resources. Vendors are shall procure all requisite supplies and services, including but not limited to, software programs and subscriptions to journals, magazines, newspapers and other media for support of Government communication programs.

Vendors shall apply Government standards, clearly-established Federal Plain Language guidelines, and widely-accepted Best Practices for customer service in the requirements of specific task orders.

7.1.12 Exhibit Development, Design, Production, and Transport

Vendors shall plan, design, develop, execute, duplicate, and furnish meeting and campaign-related exhibits and displays as specified in agency task orders. Vendors shall provide a full range of services required for production of meeting and exhibit related materials, including but not limited to, newsletter and presentation design and production.

Vendors shall assemble, prepare, pack, and ship exhibit materials for display and distribution at health, medical, and scientific meetings and events as required by specific task orders. The procurement requirements of the Government will vary but will probably require the following tasks at a minimum:

- Coordinating the return of exhibits and exhibit materials;
- Inventorying exhibit cases and shipped materials; and
- Coordinating repair and future shipment of exhibits and exhibit-related materials.

7.1.13 Meeting, Conference, and Event Support

NIH requires a full range of meeting-related services, including but not limited to, initial concept development, early planning (e.g., agenda development, venue selection, reservations, budgeting, event file establishment and maintenance); graphic design support (e.g., signage and materials production); participant correspondence; registration; travel and guest services; audiovisual requirements; meals and hospitality; message center operation; and post-event services.

The event needs of NIH will vary but will require the following goods and services at a minimum to achieve a successful meeting:

- Planning, site selection, and meeting contract negotiation and coordination;
- Registration and logistics, including hospitality;
- Message center operations, registration support, and event business services
- Contractor graphic support;
- Travel and transportation for agency-designated participants and materials;
- Government-authorized and allowable consulting fees, honoraria, and expense reimbursements;
- Design, production, and on-time delivery of high quality ancillary materials;
- Duplication services;
- Event promotion and marketing;
- Event set up, including site requirements and audiovisual, electronic, and Web support
- Exhibit signage and display production;

- Secretarial and clerical support, including transcription and records management;
- Production of books, reports, presentations, and interactive media;
- Supply services, equipment, parts, accessories, staffing, labor, climate control, and power needs required for installation of non-permanent and temporary exposition and exhibition space, including but not limited to, canopies and tents.

7.1.14 IT Requirements

Vendors shall provide a wide range of ancillary IT-related goods and services for presentation purposes. The requirements of NIH will vary widely depending on the requirements of specific task orders. Examples of deliverables include but are not limited to, event registration Web sites, speaker presentations, press kits, inquiries tracking databases, cost-recovery systems, reports, and health, scientific, and medical information in all media formats.

7.1.14.1 Security

IT-related tasks in service orders awarded under this contract shall require a Federal security clearance and background check. The Government requires vendors to (1) have in place a number of safeguards and procedures in support of agency operations and assets and (2) to develop, document, implement and otherwise contribute to agency-wide information security programs designed to safeguard information and information systems. This requirement will pertain to systems provided or managed by Federal agencies, Contractors (including subcontractors), and other sources.

The Government may also require additional security controls such as but not limited to, Federal Desktop Configuration Controls, Security Awareness Training, access to the vendor physical location and or logical access to any hosting facility and the Certification and Accreditation of any and all government systems regardless of location. All vendors are subject to federal law and NIH policies governing information security in the creation, processing, storage and or transmission of information belonging to the government without exception.

The Government may require vendors to submit to and undergo background investigations for those staff persons, including any and all contractor and subcontractor personnel, who have (1) access to sensitive information, (2) access to Federal information systems, (3) regular or prolonged physical access to Federally-controlled facilities, or (4) any combination thereof.

7.1.15 Database and Web Design, Development, and Management

Vendors shall plan, design, construct, develop, manage, maintain, improve, troubleshoot, refine, evaluate, test, and implement databases, technologies, applications, products, and systems for compiling, storing, analyses, and managing data. Types of data include but are not limited to, bibliographies, catalogs, organizations, events, customers, outreach materials, calendars, archives, publications, fulfillment statistics, financial information, inventories, and cost-recovery information.

Vendors shall provide strategies/implementation plans to improve and build upon existing databases, technologies, applications, products, and systems; investigate and price potential new approaches; and provide technical expertise and feedback to Government staff.

7.1.16 Information Tracking and Referral

Vendors shall plan, design, construct, develop, manage, and maintain fully-functional, state-of-the-art mechanisms, procedures, and systems for use in tracking mentions of each agency or in reporting specific issues and topics that appear in the media or elsewhere as required. Items that merit attention will be forwarded to Government personnel for action and approval as specified in task orders. Information tracking may be required as part of individual tasks outlined in this SOW.

7.1.17 Web Site Usability Testing

Section 508, the 1998 Amendment to Section 508 of the Rehabilitation Act, requires that all Web site content be equally accessible to people with disabilities. This applies to Web applications, Web pages, and all attached files. Section 508 applies to intranet as well as public-facing Web pages and extends to all HHS Web sites, internal or external, owned, managed or funded by Operating and Staff Divisions, whether developed by staff or acquired through contracts, cooperative agreements, grants and/or formally established partnerships with other government entities and/or the private sector. For comprehensive guidance, the Government will require vendors to refer to <http://www.hhs.gov/web>. Vendors shall provide Web site usability evaluation and testing to ensure that Government- and Government-supported Web sites are (1) well-engineered and accessible to the Government's many diverse audiences and (2) comply with required accessibility and usability standards.

7.1.18 Inventories/Warehouse/Distribution/Services

Vendors shall manage a full range of inventory control services, including but not limited to, receiving, cataloging, storing, tracking, maintaining, and shipping communication materials. The Government will require preparation of routine tracking and inventory reports as outlined in specific task orders to assist in planning future production needs. Requirements will vary according to specific agency procurement needs. If required by specific task orders, NIH will require contractors to negotiate, establish, procure, and maintain postal boxes for vendor receipt of official Government mail.

Vendors shall furnish the full range of mailing services, including but not limited to, generating mailing labels; preparing publications for bulk or mass mailings; fulfilling individual piece mailings; and labeling and preparing mailing materials for the timely, accurate, complete, and successful accomplishment of the Government's mailing and transport requirements.

Vendors shall provide clean, safe, climate controlled, and organized warehouse space and staff to organize, store, and large quantities of inventory items as specified in task orders. Examples of items to be inventoried, stored, and transported includes but are not limited to, current and archived publications, exhibits, tapes, archived materials, artwork, and exhibits. NIH will require vendors to undertake and complete physical inventory counts as directed in specific task orders.

Vendors shall transport materials by courier between agency facilities and other venues in the consolidated Greater Baltimore-Washington Metropolitan Area and are required to arrange and handle overnight delivery through one or more firms specializing in such services as specified in task orders. Vendors shall provide all necessary machinery, equipment, and staffing, including but not limited to, handcarts, electric pallet jacks, forklifts, and currently licensed staff for operating machinery as required for the execution of this task.

Vendors shall provide a wide range of duplication services to the Government, including high-speed, high volume, and color output equipment for timely, accurate, high quality duplication, production, and

mailing of materials. All deliverables shall be clear and readable and will meet widely accepted standards of uniformity and accuracy as specified in task orders. Vendors shall furnish all necessary staffing, labor, and services required to accomplish large-scale reproduction, including but not limited to, duplication, collation, assembly, mailing, and distribution of agency materials and products.

7.1.19 Cost-Recovery Support and Services

Any and all Government materials may be subject to a cost-recovery fee, quantity limitation, or controlled distribution. Vendors shall handle payments for Federal cost-recovery programs as part of a Federal program operation, including but not limited to the following:

- Developing, planning, and executing procedures, systems, and forms for handling orders;
- Processing orders using a secure, outside payment vendor;
- Forwarding payments and associated correspondence to the appropriate Government office(s) as directed in a task order;
- Coordinating orders fulfillment with warehouse/distribution staff or other contacts;
- Generating invoices;
- Following up on order status;
- Recommending possible program improvements, changes, refinements, suggestions, strategies, and additions; and
- Preparing reports for the program office as directed.